

Docket No.: 418268719US  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

---

In re Patent Application of:  
Morgan Perry

Application No.: 10/759,553

Confirmation No.: 8102

Filed: January 16, 2004

Art Unit: 3688

For: **METHOD OF DISTRIBUTING TARGETED  
INTERNET ADVERTISEMENTS BASED ON  
SEARCH TERMS**

---

Examiner: S. Dagnew

**RCE AND RESPONSE AFTER FINAL ACTION UNDER 37 C.F.R. 1.116**

MS RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated April 9, 2008, Paper No. 20080307, finally rejecting claims 1-8 and 10-24, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.